

REMARKS/ARGUMENTS

The June 15, 2004 Office Action rejected all of the previously pending claims. Further, claims 7 and 17 were objected to as providing insufficient antecedent basis for a particular claim limitation. The present amendment amends claims 1, 7, and 17, and cancels claims 4-5, 10-11, 13-16, and 20-21. Following this amendment claims 1-3, 6-9, 12, 17-19, and 22 remain pending.

Claims 7-12 and 17-22 Antecedent Basis Issue

The Office Action notes that both claims 7 and 17 do not provide sufficient antecedent basis for the limitation “the location” which is found in both of the claims. It is respectfully submitted that the above amendments to claims 7 and 17 should correct this issue.

Rejection of Claims 1-22 in view of the Prior Art

It is respectfully submitted that as originally presented many of the previously pending claims do not appear to have been anticipated, or rendered obvious, by the cited references. However, the present amendments to the claims are provided to focus the prosecution of this matter, and to expedite an early allowance of this case.

The Present Invention

As discussed in the specification of the present application, an embodiment of the invention provides for a system and method of displaying web pages in response to user requests. The present invention provides for a unique use of multiple panels which are incorporated into a web page. In one embodiment at least two different inserts are provided for a first panel of the web page. Depending on user's geographic location, either a first insert, or a second insert will be selected for display in the first panel of the web page. Additionally, at least two different inserts can be provided for a second panel of the web page. For the second panel, a first insert will provide for displaying secure data, but the first insert will be selected for display only where a user has been authenticated. Further, for the second panel where a user has not been authenticated, then a second insert will be selected for display, and the second insert will not include any secure data. By providing for use of multiple inserts which are selected for use in the plurality of panels of the web page, flexible and uniform presentation of information using web pages can be achieved, and the development time for preparing such web pages can be

reduced. Further, an embodiment of the invention can provide for sizing each of the panels of the web page for display on a PDA, whereby the development time for developing different panels for different devices, such as desktop computers, and handheld PDAs can be further reduced.

The US Patent 6,593,944 (Nicholas)

The Nicholas reference appears to be the main reference cited in connection with rejection of the previously pending claims, and is cited as a §102 reference, or a §103 reference in connection with each of the prior art rejections in the Office Action. The Nicholas reference discusses a system for viewing a web page on a PDA device. The Nicholas reference appears to contain detailed discussion regarding HTML coding for designating frames in a web page (See, Nicholas, col. 10:54-11:20), and different aspects of geometric frame identifiers (See, Nicholas, col. 12:45-60). However, the Nicholas teaching appears to be devoid of any suggestion that a system or method should provide for multiple inserts, so that these multiple inserts can be selected for display to create web pages with different information depending on a users geographic location, and depending on whether a user has been authenticated.

It is respectfully submitted that there is nothing in Nicholas which appears to suggest providing for multiple inserts for a panel of a webpage, and then selecting between the multiple inserts based on a geographic location of a user; particularly where these elements are combined with providing for a second panel in the web page, where multiple inserts are provided for selection for display depending on whether the user has been authenticated.

The US Patent App. Publication 2002/0007369 A1 (Saravanan)

The 6/15/04 Office Action recognizes that the Nicholas reference does not disclose secure content limitations as was in the previous claims 4 and 14. However, the Office Action goes on to discuss Saravanan's teaching regarding a user "log in" to enable the server to "verify the identity of the user". Office Action, p. 5. However, it is respectfully submitted that the passages from Saravanan, even if combined with the cited passages from Nicholas, clearly do not disclose or suggest anything remotely like the elements now recited in the pending independent claims. Specifically, there is no suggestion that one should provide two or more inserts for one panel, of multiple panels of a web page, whereby different inserts for the web

page are selected for display in the panel depending on whether the user has been authenticated. For example, if a user has been authenticated, an insert will be used which includes secure data, and if the user has been authenticated, an insert will be selected which does not contain secure data. Further, for another panel of the web page, different inserts are selected for display in the panel depending on the geographic location of the user. It is respectfully, that as discussed above this unique operation is not disclosed in the references.

The US Patent no. 6,701,315 (Austin)

In rejecting the originally filed claims 7 and 17, the Office Action recognizes that Nicholas does not explicitly disclose retrieving a profile corresponding to a user requesting the web page. Office Action, p. 6. The Office Action goes on to refer to the Austin reference for its teaching regarding determining a user preferred delivery method. *Id.* The Office Action refers to a passage at col. 12, lines 26-39 of Austin. A review of Austin at col. 13: lines 18-46, appears to clearly show that the different mediums being discussed for delivering information are e-mail, HTML, fax, printed copy, or mails etc. It is respectfully, submitted that this range of different mediums for delivering information does not appear to relate to the elements recited in the presently pending claims.

The Pending Claims

Each of the pending independent claims now expressly relate to the operation of the providing for the selecting from multiple inserts for a panel in a web page. Further, the claims provide that for one panel of a web page, a selection is made between at least two inserts; one of these inserts provides secure data, and is selected where a user is authenticated. Additionally, the web page has a second panel where a selection of an insert for the second panel is made based on the geographic location of the user. It is respectfully submitted that these crucial operations are not suggested individually by anyone of the cited references. Further, even if one were to assume, *arguendo*, that one would be motivated to combine the teaching of the cited references, these claim elements do not appear to exist as separate elements which could be combined selectively from each of the cited references. Thus, it is respectfully submitted that each of the pending independent claims 1, 7, and 17 are patentable over the cited references. Additionally, each of

the dependent claims are submitted to be patentable over the references for a least the same reasons as the corresponding independent claim.

Conclusion

In view of the above, it is respectfully submitted that the application is now in condition for allowance. Reconsideration of the pending claims and a notice of allowance are respectfully requested.

The Commissioner is hereby authorized to charge any deficiency in the fees filed, asserted to be filed, or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 50-1703, under Order No. SCHB-1200. **A duplicate copy of the transmittal cover sheet attached to this Response to Office Action Mailed June 15, 2004, is provided herewith.**

Respectfully submitted,

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